

THE COMMERCIAL OFFICE CLEANING INDUSTRY

The commercial office cleaning industry is one of the fastest growing service industries in the world.

This is an industry that caters to buildings of all sizes and types. Providing these business with the essential and necessary task of cleaning. Infact, there have been many studies done on the improvement of work and studies done with cleaner facilities. Cleaning is a service that will always be in demand!

Commercial cleaning is a labor intensive business but yet a relatively small amount of capital needed to get started. What this creates is many people thinking that they can go out and start there own company and make it successful in this industry. In the end these people find that it is not as easy as they believed and are not able to either acquire new customers or not able to retain there current customer base. There business usually fails.

In the United States, there are literally tens of thousands of companies providing this service. Yet only five percent are considered large janitorial or even mid sized janitorial businesses. The market is ripe for well run and professional janitorial companies.

The CleanWorks concept is nice in the fact that it has the “ma” and “pa” feel with the professional side of business. CleanWorks is a company that provides excellent business opportunities to those looking to be self-employed and yet maintains its professional look and feel!

Throughout this manual we are going to look at all the aspects of setting up and running a CleanWorks location.

We are excited to work with you!

Sincerely

CleanWorks

SALES:

Before you start:

- Set up and organize your workstation
- Get a measuring wheel, sales manual, understand your presentation
- Set up voice mail
- Read the sales manual
- Read the training manual
- Clean a building at least (1) time
- Learn the contents of your cleaning proposal
- Understand the bidding software and how to bid a job

Car Supplies:

- Brochures
- Business cards
- Measuring wheel
- Map guide
- Cell phone

Goals to set for yourself:

- Three to four appointments a day
- Twenty five biz cards a week
- 25-30 thousand dollars per month is sales volume
- Up to \$5,000 in job starts a month

WHY YOU WILL BE SUCCESSFUL AS A CLEANWORKS SALES REP

- The commercial cleaning business is one of the fastest growing service industries in America—where there is growth there are sales
- People want a “home away from home” work environment
- The costs of companies hiring in house is increasing
- The industry is basically recession proof. People view office cleaning as a necessity, even in times of economic hardship
- Every business can be looked at as a potential customer
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Persistence Opens the Door to Success

I pride myself in keeping an extensive library of just about every book I have read since college. Occasionally, I will peruse my collection in search of a book to reread that I have not picked up in a while.

Recently I reached for a dog-eared copy of Og Mandino's *The Greatest Salesman in the World*. It happens to be the top selling self-help book of all time; millions of copies have been purchased since its publication. I'm sure countless sales careers have been launched or saved by the classic wisdom contained within its pages.

For those of you who have not read it, the book is organized around a series of guiding principles that are contained in ten “ancient scrolls.” Rereading *Greatest Salesman*, I was struck by how timeless Og's wisdom is and how applicable it is to the challenges we face today.

One scroll that struck me in particular was entitled “I will persist until I succeed.” In an excerpt from that chapter, Og writes, “I will toil, and I will endure. I will ignore the obstacles at my feet and keep my eyes on the goals above my head, for I know that where the dry desert ends, green grass grows.”

How important is persistence in today's business world? I dare say that without it, no matter how good your product or service or how well positioned your organization, you will ultimately meet with some failure. In this economically challenged—post 9-11 world—persistence is required whether you sell for a living, manage people or projects, or lead entire organizations. Here are some examples of how you can apply persistence in your life to win:

Be persistent in thought: Do not doubt yourself if you are not getting the results you want today. Keep your mind on the prize! If you quit in your mind, your actions will not be far behind.

Be persistent in word: Inconsistency between your values and your spoken word produces cognitive dissonance. This leads to depression and a feeling that you are compromising yourself. Be consistently persistent!

Be persistent in deed: Make that extra sales call at the end of the day, write that extra letter, and make that extra phone call. Keep taking positive, right action, and watch the results follow!

I have a friend who truly personifies persistence. Richard suffered a brain aneurysm seven years ago that left him partially disabled. Instead of bemoaning his fate, he works everyday at regaining full cognitive function. Through his persistence, he has written a book about brain injuries that will help countless others. His persistence is creating a miraculous recovery!

One of Richards's favorite inspirational passages, written by Paul J. Meyer, author of *The Art of Giving*, goes as follows:

"Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon.... must inevitably come to pass!"

Remember, persist, and you will succeed!

Paul Schnabel is an achievement expert who delivers high energy, content - rich keynote presentations, and workshops on achievement, finding meaning in the workplace, and growing smarter.

Contact Paul Schnabel at:
Paul Schnabel, Inc.

Potential customers

Churches	schools	Movie theatres	Colleges
Medical facilities	Commercial offices	Laboratories	Manufacturing
Recreation services	Health clubs	Municipalities	Restaurants

Types of contacts:

All contact people require different approaches to closing the sale. Below are some examples of what these types are looking for:

The building owner or property Mgr

- Tenant satisfaction
- Responsiveness to requests and complaints made by tenants or employees
- Good supervision which will allow little work for themselves
- A company that is easy to contact at any time and will follow up on complaints quickly and successful.
- Price

Facility Manager

- **Quality service**
- How knowledgeable you are on maintenance issues such as tile and carpet
- This person wants to see results
- Wants to make sure that he/she looks good for the owner

General Manager

- Price- wanting the most they can get for the lowest price
- This person may not understand the industry but does not want to hear complaints because it looks bad to him/her

Secretary

- This person generally just gathers info unless for a real small office
- This person will generally be the one that hears the complaints and often is picky themselves

TREAT EVERYONE AS A DECISION MAKER

Competition:

There are tens of thousands of cleaning business in the US alone. Cleaning companies are divided into 5 major categories:

- 1) “Mom and Pop” small one owner businesses
- 2) Traditional company
- 3) Union Company
- 4) In house services
- 5) Franchise organizations

You need to be aware of the strengths and weaknesses of each type so you are prepared to handle them in a competitive situation

(SEE SALES MANUAL FOR THE MODEL)

CleanWorks business structure is set up to have the feel of a small business yet be able to handle the needs of large buildings. You have invested owners that provide consistent quality cleaning every time- Yet you have an operations person that takes care of the customer.

NEVER~ right off a business as a potential customer even if they are using an in house cleaning service- Most businesses today are finding that it is much cheaper to outsource services such as janitorial. Below are a few reasons why it is more convenient and cost effective to outsource the janitorial.

- ✓ No turnover and cost of training
- ✓ Once a customer pays for the employees taxes, insurance, vacation, medical they are paying more.

- ✓ If an employee quits last minute they have to cover that position
- ✓ No management

PROFILE OF A SUCCESSFUL SALES DAY:

1. Begin phone work
 - A. Call to confirm appointments for the day
 - B. Daily call backs on current proposals
 - C. Prospecting follow up calls and try to book appointments
 - D. Customer service calls (call to make sure the new accounts started well)
2. Begin Paper work
 - A. Finish proposals from the previous day
3. Map out where your appointments are (make sure you know how to get there)
4. If you have an inside sales rep (telemarketer) check in and make sure they know where to call (especially if you are working a specific zip code)
5. Leave to go on your first appointment by 9:00 am
6. Begin field work
 - A. Go on appointments (target of 4 per day)
 - B. Lead generating activities (after you bid a site go to the surrounding businesses and pass out your card and see if you can set up a walk thru)
 - C. Hand deliver proposals
 - D. Do call backs that required a certain time of day
 - E. Prepare your gathered information
7. Return to the office late in the day
 - A. Return phone messages
 - B. Follow up on work leads
 - C. Complete the bidding (see estimating)
 - D. Print out proposals

TRAITS OF A GOOD SALES PERSON

In order to be successful at sales you must be effective in the following areas

- ♦ Organization
 - Paper work- do not procrastinate over paper work, follow ups etc.. Your turn around to deliver a proposal should not be longer than 2 days. After you pass this point the urgency is gone and the customer begins to move on
 - Filing system
 - Call backs-stay on top of returning phone calls. You should return phone calls the same day
 - Records-
- ♦ Appearance
 - First impression counts from the time you pull into the parking lot
 - Well groomed
 - Wear business attire, appropriate to the business you are calling on
- ♦ Inter personal
 - Match the customers tone and humor
 - Sound intelligible (study the industry)
 - Always listen
 - Be more of an advisor than a car sales man
 - Provide solutions
- ♦ Time Management
 - Target appointments to be all in the same area
 - Finish proposals and paper work within 2 days
 - Return calls the same day

The Ten Commandments for the Ethical Salesperson

1. Don't intentionally misrepresent anything.

Never lie to a customer about anything.

2. Fix misunderstandings.

It is possible that your customer will form incorrect ideas about some of the products you represent or the services that you offer. It also is possible that they will misunderstand things about your competitors and about the needs and statements of other people who work in their organizations.

You can reach Dave at The DaCo Corp., 3736 West River Dr., Comstock Park, MI 49321; 800-331-1287 (toll-free) or 616-451-9377; fax, 616-451-9412; e-mail, info@davekahle.com. Or visit, www.davekahle.com.

When these misunderstandings work in your favor, it is very tempting to ignore them. However, that is not acting with integrity. When you become aware of any significant misunderstandings, you need to correct them. This means that allowing misunderstandings to exist is an act, on your part, of passive dishonesty. Correct them when

you can.

3. Work hard for your employer.

It is easy for a salesperson to give in to the temptation to cut corners when it comes to working a full day, every day. After all, who really knows if you hit your first call at 9:00 a.m. instead of 8:30 a.m.? Moreover, who knows if you take a 30-minute coffee break between calls? And who knows if you make it home by 3:00 p.m. some days and take a number of afternoons off to visit the golf course or the fishing hole during the summer?

All of these examples are ways of short-changing your employer that, in all probability, no one will ever know about except you.

And that's my point. You will know. A code of ethics is easy to live by when everyone is watching. However, it is a real test of character when your ethics are tested in situations where no one else knows, and you know you can get away with it.

4. Always be willing to trade a short-term loss for the sake of a long-term gain.

You may have an opportunity to acquire a quick sale because your customer has misunderstood the specifications or features of your product. It is tempting to take the order and not say anything. However, that would not be ethical.

The ethical salesperson will correct the customer and lose the immediate gain that the sale would have brought. The payoff, however, is the long-term gain in your reputation for integrity.

A long-term gain achieved ethically is always worth more than any short-term advantage.

5. Do what you say you are going to do.

This is difficult to do when you are in the middle of a competitive situation over a nice piece of business, and you know the competition is overpromising to get the sale. But, if you are going to be an ethical salesperson, you will not overpromise, because you know you will not be able to do what you say you are going to do.

6. Give liberally.

As a distributor salesperson, you enjoy a challenging job with a lot of freedom and a substantial income level. The world is full of people who would love to have that. You are one of life's more fortunate people.

You also have a greater-than-average responsibility to give back to society. Give of your money freely to charitable or religious causes, and give liberally of your time and expertise to the organizations that you can help. Your expertise, your time, your people skills, your organizational skills, and your confidence and ability to get things done -- all of these are assets you can bring to the Boy Scouts, your church, the PTA, and a thousand other organizations that can use your abilities. Give liberally.

7. Recognize those who help you.

It's easy to get into the mind-set that you alone are responsible for your success. After all, you're out there all alone, fighting the battle every day. Nobody else knows what good work you did in getting that account or how hard it can be when nothing goes your way.

In spite of this, you could not do your job without the support of a whole group of people back at the office. Your manager gave you an opportunity and nurtured you along. The inside people have cleaned up more than a few of your messes, and they have positively influenced many of your customers. The manufacturers you represent have put lots of time and energy into creating the products that ultimately provide your livelihood.

All of these people, and probably dozens of others, have contributed in significant ways to your success. It is just as dishonest not to recognize them as it is to misrepresent a product.

8. Continuously learn and improve.

You are not as good at sales as you can be. You have yet to reach your potential. One of the reasons your employer hired you for this position is that s/he saw potential in you. I believe you have an ethical obligation, not only to your employer but also to yourself, to become as good as you can be - to continuously improve yourself. When you decide that you are good enough, that you know about all you need to know, you quit learning and improving. And when that happens, you rob yourself and your employer of that potential you have that will not be developed.

What a shame! It's not good business. And besides, it's unethical.

9. Never give up.

This may seem odd in a section on ethics, but I believe that giving up is the same thing as going home early or taking extra days off without anybody's approval. Both shortchange yourself as well as your employer.

When you give up prematurely on a sale, or you give up on yourself and give into negative thinking, you're choosing to deprive yourself and your employer of the full benefit of your talent and time. That's unethical.

10. Don't speak badly about anyone.

In my first sales position, when I was selling amplification equipment, there were 29 major installations purchased in my territory. I got 28. My stomach still gets a little tight whenever I remember one of my crucial sales calls with customer # 29.

During the course of the conversation, she stopped me and said, "You know, I really don't like it that you're so negative about your competitor." I was stunned, embarrassed, and flustered. I turned beet red and stumbled out an apology.

That was the end of that deal, however and all because I had spoken badly about my competitor. That was an intensely painful lesson for me. I resolved never to make that mistake again.

As I matured, I realized that, when you negatively judge anyone, you really say more about yourself than you do about the other person. Speaking badly about a competitor, your boss, your company, or a manufacturer always makes you look bad. Besides, it's unethical.

Dave Kahle is a consultant and trainer who helps his clients increase their sales and improve their sales productivity. He speaks from real world experience, having been the number one salesperson in the country for two companies in two distinct industries. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He's the author of more than 500 articles, a monthly e-zine, and four books. His latest is 10 Secrets of Time Management for Salespeople. He has a gift for creating powerful training events that get audiences thinking differently about sales.

NOTE Successful sales people strive for (4) appointments per day and start at least 3,000 dollars per month in new accounts!

LEAD GENERATING ACTIVITIES:

To enhance your sales activity and results it is imperative to do your own prospecting and not just rely on a telemarketer. It is critical to find ways to generate and contact new potential leads. Therefore the ability to generate leads is an activity that must be part of every selling day!

WHAT IS A QUALIFIED LEAD:

A company that has a need for a cleaning service
Set appointments with decision makers

BENEFITS OF GETTING QUALIFIED LEADS

- Spending your time wisely by only talking to people or companies who want to talk to you
- Increase net gains

SOME WAYS TO GENERATE LEADS

- Drive bys- write down the name and address of every business you would like to bid on (many people use voice recorders to keep track of these potential leads)
- Next door neighbors- after a bid visit several neighbors around the place you bid. Pass out your card and tell them you are in the neighborhood giving a bid to _____.
- Multi tenant buildings- when you bid on a job in a multi tenant bid visit the other offices around or speak with the property manager.
- Construction sites-
- Network groups- groups such as chamber of commerce, BOMA, Le Tip international, etc.)
- CleanWorks friends
- Consult the newspaper
- Vendors
- Branch offices- if you bid on offices that have other offices see if you can bid on those as well
- Customer referrals
- Cold calls
- Telemarketing

TELEMARKETING

A telemarketer may be assisting you in generating and setting appointments within your territory. The idea is that you and your telemarketer work eight hours a day. Their success is your success. Your relationship with them should be very strong. It is recommended that you give them special bonuses for giving you good leads (coffee cards, gift certificates, cash, thank you cards etc..)

If your telemarketer is not generating enough leads help them by motivating them and giving them positive feed back. **Lack of appointments is not an excuse for your lack of sales!**

Ways for a telemarketer to find places to call:

Phone Book

Business to business directories

Business journals

Business cards that you collect

Reference USA (highly recommended) must have a library card to access for free

Following you will find forms that a telemarketer must use to stay organized!

TIME AND TERRITORY MANAGEMENT IDEAS:

Have your telemarketer set the appointments at least 2 hours between appointments and keep them within the same proximity. As your business activity increases there are more and more forces that work to pull on your time!. In a day with high gas prices you want to make sure that you effectively plan your day- this means less wasted time and less wear and tear on your vehicle. Try to keep appointments within the same zip code or territory- Set appointments one day in the north and the next in the south so you are not running all around your region!

Keep control of your time and your territory it will put you far in front of your competition. You will be far more productive!

Below are some some ideas:

- ✓ Call to confirm your appointments in the morning so you don't drive there and them not be there
- ✓ Make sure you have the right address
- ✓ Map out where you are going
- ✓ Have all the supplies you need (brochures, cards, wheel)
- ✓ Listen to the traffic reports
- ✓ Calculate bids during your breaks or lunch hour
- ✓ Make sure you are talking to the decision maker
- ✓ Make sure they are qualified leads
- ✓ Make sure you are generating leads during off time

Time Management Tips

Everyone is given exactly the same amount of time each day. It is up to us to manage this time as we would any other precious, nonrenewable asset. In the world of commission sales, time is indeed money!

Time Management

Time management is at the very core of being a successful salesperson. Effective salespeople know how to concentrate on results while ineffective salespeople concentrate on just being busy. Counting time is not nearly as important as making time count. Effective salespeople focus on task achievement rather than tension relieving diversions. By incorporating the use of proven time management techniques into your daily routine, you will earn more money and experience less stress in your life.

Avoid procrastination in all of its attractive forms. Learn to separate the important from the unimportant and develop a "Do it NOW" attitude. People manage time by managing their activities and managing activities begins with planning. Effective time managers understand the importance of "planning their work and then working their plan."

Respecting Time

It is up to us to respect time and give it both meaning and value. If you want to know the value of a year, ask a P.O.W. that has lost his freedom. If you want to know the value of a month, ask a mother that has given birth to a premature baby.

If you want to know the value of a week, ask the editor of a weekly newspaper. If you want to know the value of a day, ask a schoolboy on the last day before summer vacation. If you want to know the value of an hour, ask a criminal sentenced to death. If you want to know the value of a minute, ask a person that just missed their flight. If you want to know the value of a second, ask a person that just avoided a serious car accident. If you want to know the value of a millisecond, ask an Olympic silver medallist.

1. **Plan your day the night before.** List and prioritize the top five objectives you desire to accomplish when you get to the

- office. Start with the number one item on your list and stay with it until it is complete. Try to do the most difficult tasks first.
2. **Your first priority as a salesperson is to make appointments.** If you do not have an appointment with a prospect, then get on the phone and make one. I recommend you make your phone calls in the morning when you are fresh and alert.
 3. **Let your friends and co-workers know when you do not want to be disturbed.** Close your office door and stay focused on the task at hand. An open door invites continuous distractions.
 4. **Get to the office early.** You will never be successful in the sales profession if you get into the habit of coming to work at the "crack of noon."
 5. **Avoid long personal phone calls, lunches and coffee breaks.** How much of your day do you spend with a client or actively prospecting for new business? You may want to start an activity log and track how you spend your time.
 6. **Delegate, delegate, delegate.** Avoid the temptation of doing administrative duties and paperwork. Salespeople historically tend to hide behind their paperwork. Focus your efforts on the things that you are licensed or hired to do and consider employing someone else to handle your paperwork. If you have any doubt, ask yourself "What is the best use of my time right now?"

With more than 20 years of experience, John Boe is a leading sales trainer, author, and motivational speaker.



Account Profiles

It's tempting to fall into the trap of spending hours reviewing information, and it's easy to become overwhelmed by it. Think of the number of new products, price increases, and product updates introduced each year. Then, add in the constantly changing requirements and expectations of your customers.

Multiply that by the number of competitors and all the products they sell. Finally, factor in your competitor's changes in strategy and personnel. Beginning to get the picture? If you're not careful, you can spend half your time looking at computer screens and reading e-mail.

You can reach Dave at The DaCo Corp., 3736 West River Dr., Comstock Park, MI 49321; 800-331-1287 (toll-free) or 616-451-9377; fax, 616-451-9412; e-mail, info@davekahle.com. Or visit, www.davekahle.com.

Managing Information

To be effective as a sales rep, you need to manage your information. That means that you must create systems to collect the information that is most useful to you, store it adequately, and then access it appropriately. In a world of constantly changing information, your system isn't the kind of thing you can create once and forget.

Rather, it has to be a dynamic system that is constantly processing, sorting, storing, and accessing new information.

Create and maintain your system by following several specific steps. To begin, list the kinds of information that you think will be most useful to you. Think about your job and determine what kinds of information you need to help you deal effectively with your customers.

Start by looking at customers and prospects first. Ideally, what would you like to know about them? At a minimum, I'd suggest that you have an account profile form for each individual decision-maker as well as for each account.

You're probably wondering, "What's an account profile form?" Glad you asked. An account profile form is a form full of questions, or more precisely, spaces for the answers to questions. The questions are all about one of your accounts or one of the individuals within that account. The form is the document on which you store that useful information.

Know Your Customers More Thoroughly

A well-designed, systematically executed account profile form can be one of your most powerful strategies for acquiring a competitive edge. It provides ways to collect quantitative information that will allow you to know your customers more thoroughly than your competition. For example, you can have spaces for information about the total volume of products you sell to the account, the dates of contracts that are coming up, other vendors, competitors from whom the customer is currently buying, and so forth.

All of that seems pretty basic. However, most salespeople have no systematic way of collecting and storing this data. Therefore, while you may from time to time ask customers for certain information, you probably aren't asking every one of your customers everything you need to know to serve them better. And, you're probably not collecting, storing, and referring to the information data in a systematic, disciplined way.

Do your competitors know exactly how much potential each of their accounts has? Do they know how many pieces of production equipment each customer has, and the manufacturer and year of purchase of each? Probably not. If you collect good quantitative marketing information, you'll be better equipped to make strategic sales decisions. For example, you'll know exactly who to talk to when a new piece of equipment is introduced. Moreover, you will know who is ripe for some new cost-saving product that's coming, or the new program your company is putting together.

Data Collection

In addition to the quantitative information, the form provides a system for collecting personal information about key decision-makers. Imagine getting ready for the next sales call with that customer and reviewing the things that he or she likes to talk about, refreshing your memory on the name of his or her spouse, and the names and schools of each of his/her children. Do you think you'll be better prepared to have an enjoyable, relationship-building conversation with that customer than your competitor will? Of course you will.

The act of asking the questions prompted by the form also creates a process of deeper communication between you and your customer. You'll talk about more personal things than most of your competitors. Your customer perceives your inquiries as sincere interest (which they are) and responds to you accordingly.

Finally, the form allows you to store important information in a safer place than in your head. The problem with keeping information just in your head is that it isn't always readily accessible. When you want to have a relaxed conversation with one of your customers about his interests, you can't always remember that he golfs and was a starting halfback on his college football team. However, if you have that information stored on a form, you can review it just before you go in to see your customer.

Establishing a Systematic Approach

To some degree, every good salesperson implements these concepts. The difference between the run-of-the-mill salesperson and the master salesperson, however, is the degree to which the master disciplines himself to stick to a systematic approach. Most salespeople store account information as they think of it but do not store the information systematically. Masters understand the need to discipline themselves, and thus do a more thorough job of collecting and utilizing information.

As you begin to implement this idea, think in terms of two types of forms. The first captures the account information—size, number of employees, etc. The second focuses on the individual decision-makers within that account and contains personal information—like hobbies, outside interests, etc. You should have one account form for every account, and as many personal profiles as there are key contact people within each account.

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Contact Dave Kahle at:

THE APPOINTMENT:

NOTE: Over the years I have found that it is just as important to sale yourself as it is to sale your company.

When you arrive at your bid make sure you have everything you need.

Be kind and courteous to your contact person

Act professional

Ask the right questions (see below)

Fact Finding and Probing questions:

- Do you use a service?
- Who do you use?
- How long have you had the service?
- **How many times per week is your facility being cleaned?**
- What is the number of employees?
- **Are there special services included in the bid (floor work carpet etc...)**
- What things would you like to change about your current service?
- What are your main areas of concern?
- How do you communicate with your current service?
- Does that work for you?
- What will you be basing your decision on?
- When will you be making a decision?
- What is your cleaning budget?
- If I can work within your budget will you be recommending or using CleanWorks?

You don't need to use all of these but pick some that work for you and use them to build report

The ones in Bold need to be asked—

Not only do you want to ask the proper questions to bid the facility but ask questions that build a connection between you and the customer—

- ♦ What does your company do?
- ♦ How long have you worked here?
- ♦ Did you hear about_____ (current news event or sporting)

- ♦ Any plans for the weekend?

You have very limited time to build a connection make that time count towards your benefit.

You want to make the customer feel special.... Below are some examples:

- ✪ This is a beautiful facility
- ✪ You have a beautiful family (after seeing a picture)
- ✪ I would love your job
- ✪ This seems like a great place to work

Measure the facility correctly (get the total sq ft of the building. Most times you will have to measure the hard floor, restrooms and the carpet areas separately) Getting an accurate measurement of the different floor types and fixture count will allow you to prepare a proper bid! Having the sq ft of the hard floors will help you in the future if the customer wants additional floor work done or carpet extraction.

SEE the bid sheet

During the appointment time establish and build rapport with the customer! Try to have a few minutes where you are just getting to know the customer. Find out what they do at there business- check for pictures and ask about grandkids or talk about golf if you see a picture of a golf course—If you are not naturally comfortable with people work on asking the right questions to involve discussion.

Don't be too much! You are not a used car sales person! Over the years I have found that relational selling is much better than one shot selling!

BELOW IS A LIST OF (16) PIECES OF INFO YOU WILL NEED:

1. Total cleanable sq. ft of the facility
2. number of employees in the cleanable space
3. frequency of service (how many days per week are they looking for)
4. Rooms and areas that are to be serviced
5. type of flooring in each area
6. work specifications
7. Budget restraints
8. number of fixtures in each restroom (or sinks)
9. Prospects sense of urgency

10. Pet Peeves of the customer
11. Are there any special services the customer would like and is it built into the contract
12. what are the areas the customer wants included in the proposal
13. Competition info- who is cleaning now? What other companies will be involved in the bidding process?
14. Time and hours available to service the building (Are there time restrictions to cleaning the building)

THINGS TO OBSERVE:

1. Restrooms- number of fixtures and the condition of each
2. if showers are present
3. cleanable sq ft. (never trust the customers estimate) How often do they need cleaning
4. is the property old or new? Does the facility have potential to get real dusty
5. amount of reight glass
6. Type of business
7. type of furnishings-brass, glass, wood, formica-special cleaning requirements.
8. clear desk policy? Computers to be dusted or move pictures etc...
9. Water fountains
10. entrance glass
11. water sources available
12. dumpster site
13. walking time to dumpster or other parts of the facility
14. condition of floors or carpets
15. vacant areas or high traffic areas
16. recycle program in effect

Customer obsession is a way of life- In sales you must be obsessed with the needs of your customer. Remember that sales is an interactive process- a two way conversation!. Selling is also a thinking process, analyze, listen and ask questions, and take control of the sales process. Remember that a customer needs come first. If you take care of a customers needs your needs will be met! You are there to delight your customer not merely satisfy them!

THE THREE SALES AXIOMS:

Axiom I: People don't like to be sold. This is the most vital underlying principle in the art of selling. The following are some reasons why people don't like to be sold:

1. the right to self determination- freedom of choice
2. avoidance of pressure- you don't have to get the sale the first time in!
3. need to be right- the customer wants to be right
4. Customers hate to be outsmarted
5. the need to be strong-willed
6. the brag factor- The buyer wants to claim that he/ she shrewdly negotiated and evaluated the purchase
7. Fear- fear of being pushed into a decision
8. Control- When people feel in control they are more relaxed and receptive!

Axiom II: The best way to sell people is to get them to sell themselves. The prospect must encouraged to evaluate the product features, realize the benefits and see for themselves how your service will solve their problems. The customer feels in control! The customer believes that your service will meet their needs!

Axiom III. From opening to closing, the key to success in selling is the ability to ask the right questions. The skillful art of asking the right questions is at the core of getting people to sell themselves. You must know how to ask the right questions at the right time in order to be on the fast track to success.

THERE ARE 5 TYPES OF QUESTIONS USED IN SALES.

OPEN: You want to utilize open-ended questions when you want to obtain detailed information. Open questions give maximum flexibility to the person responding to answer anyway he or she desires. The range of responses is open. They start discussions and encourage further conversation. For example:

- “what kind of service are you currently getting from you current company
- “How could your service be improved?”

CLOSED:

Closed questions confine the person responding to a limited number of answers. They are good for getting fast information. They can be answered with simple short responses or a yes or no reply. They are also useful for making transitions in the conversations. Some examples might be:

- “Are you happy with your current service?”
- “Do you prefer 3x’s or 5x’s per week service?”

MIRRORING:

A mirroring question is one that reflects back to what a person just said. They are used to clarify and solicit elaboration. Mirroring questions also let the other person know you’re listening and you understand. Some examples may be:

- “So you are saying that they don’t respond to your complaints?”
- “In other words, you are going to go with the company with the best references?”

LEADING:

Leading questions guide and control. You are getting confirmation through a leading question. Typically a leading question will either negate the current situation or move your sales process along in your favor. Some examples may be:

- “A clean building is important to you isn’t it?”
- “When do you want us to start service?”

Loaded:

A question is loaded when it makes a customer feel foolish about their decisions. It is based on the negative premises and should not be used in a sales situation. Below are some examples:

- “Who is the person who chose this terrible company?”

SELLING WITH A.I.D.A.

Selling is based upon the AIDA sequence and all the techniques advocated are derived from the fundamental approach to the sale interview. AIDA has been described as the psychological sequence that every sale goes through.

The sequence is:

A= First obtain the customers **ATTENTION**

I= Then insure that keep their **interest**

D= See that the presentation goes on to create the customers **desire** for the service

A= Take the necessary **Action** by way of using closing techniques to clinch the account.

ATTENTION:

You need to obtain the customers attention by taking the right approach. The approach is the first step in the sale. It is vital to create a good impression and start building a good relationship with the customer at this state of the appointment. There are certainties to gain the customers attention. You must learn to speak in terms of their needs. What is in it for them. You set the stage for what you are going to do and what you need them form them.

1. Explain you intention of being there as soon as you the customer.
“The reason I am here is to find out about your cleaning needs, and to see if I can improve you cleaning service, or possibly save you some money. To do this I will need to ask you some questions and get a walk thru of your facility. Afterwards if you have a few minutes I’d like to ask you a few questions and tell you a little bit about my company”

INTEREST:

In order to find out what parts of the CleanWorks system is of interest to your client, you must find out the customers needs, their ideal situation versus their current situation. Through questioning you will raise their level of discomfort about their current situation. The more you widen the gap between their current situation and their ideal situation the closer you are to closing the deal...Create a sense of urgency. For example:

- Is this acceptable to you?
- How do you feel about paying_____and not getting the service deserved?

After getting the attention of a prospect, the next task of the salesperson is to hold their interest. This initiative must be take tat the beginning, as it is then far easier to keep control throughout the appointment! The customer should not be left to determine the course of events for themselves.. You must lead the customer through the tour firmly but

positively. This does not mean you should do all the talking! Ask questions to get the customer talking about his or herself and his business. Such as:

- What does your company manufacture
- What is your position in the Company
- I see you play golf? Did you see the US open last week?

You should encourage the customer to take part in any discussion but avoid anything irrelevant which may upset the tour sequence or become negative.

While on tour point out carpet stains, dusty picture frames, cobwebs or anything else you may see. This will spark the interest of the customer immediately!

DESIRE:

The third state of the AIDA sequence is getting the customer to want to buy the service by creating the desire. When the gap between the customers ideal situation and their current situation is widened, that desire is provoked. Creating desire is the optimum environment for sales.

To do this the salesperson must give him/her good reasons for buying, reasons that relevant to the customers needs. There may be benefits that a potential purchaser can get from our service but he will only consider those which interest his/her needs.

As a customer, their main interest will be getting a consistent, quality service. How we will deliver that is what the salesperson should stress. The fundamental benefit of receiving consistent quality service can be applied by the salesperson in different ways to suit individual customers. At times it may be more effective to talk about training, the motivation of our franchise business owners, or to make comparisons about other companies. It will all depend on the customers individual concern(s).

There are of course other benefits which appeal to the customer. Examples may be: Good supervision, security, local cleaners etc... Using benefits effectively means that the salesperson must have strong product knowledge and a clear understanding of the customers concerns. If you succeed, you will create a desire for the customer to sign with your business.

As discussed earlier, customers do not always listen efficiently to what is said to them, However if backed up by a demonstration, much more attention is given and therefore much more interest in your service. This is the inherent value of a sales visual aid. A picture is worth a thousand words and a visual sales aid will sell yourself better than just words.

There have been many times that I have brought one of the “magic erasers” or 3m sponges into a bid and have shown the potential customer how great these clean stubborn stains off walls and doors and because of the one little sponge it has awarded me the contract. When you visit a supply store check out new products that work well and pick yourself up one and use it during your walk thru with the potential customer. Product brochures or catalogs work effectively as well-for example have a brochure on the back pack vacuum and stress how it has 4 stages of filtration thus eliminating 98% of dust particles in the air.

The aids will also help to maintain control of the presentation. Using a pen or pencil as a pointer makes the visual aid double effective. Visual sales aids can reduce the number of words necessary to make the presentation effective.

During this time continue to engage the customer by asking them their opinion and continually get their feed back so as to keep them involved!

ACTION:

The sales presentation, which creates the customers desire to buy, will still fail if the salesperson does not close the sale properly. When the bid is received, the buyer must not be left to make up their mind at their leisure. The result will most likely be a refusal. One of the biggest mistakes a sales person can make is to not ask for the business when the opportunity presents itself. The sales person must therefore create an atmosphere for the prospect where cleanworks is the best fit for there needs...

THE BIDDING:

After you have spent some time developing rapport with the potential customer you will need to get an over view of the facility you are bidding on: Someone will need to show throughout the building. It is important to ask the customer if you can get the measurements after the walk thru-some customers will want you to measure while they are walking thru with you. This is Ok but ideally you will want the time to measure accurately without being pressured for time.

Ask the contact person “after the walk thru can I go thru it myself and get measurements and let you know when I am leaving?”

To obtain the sq. ft. of the facility you need to measure length by width. You can do this by either measuring each individual room and common area or by measuring the whole facility. You then multiple the (2) numbers giving you a total sq. footage.

It is recommended that when you first start that you measure the hard floor surfaces and the carpeted areas separately.

After you have the measurements you can enter those numbers into the bidding spread sheet. And follow the directions given on the file.

There are several ways to measure a building~ some depends on the size of the facility.

Small one time a week offices- With these you will want to walk thru the office mainly to show the customer that you are paying attention to the details they want done-However most of these will fall into your minimum pricing range. You will want to have measurements of the carpet and the hard floor to offer the customer pricing on carpet cleaning or floor work. After some time you will know exactly what jobs will cost to service it once a week.

Below is a quick reference to quoting prices:

QUICK REFERENCE FOR BIDDING

CARPETED AREAS

One time per week (1x) clean	-----2500-3000 sq. ft. per hr.
Two times per week clean	-----3000-3500 sq. ft. per hr
Three times per week clean	-----3500-4000 sq. ft. per hr
Four times per week clean	----- 4000 sq. ft. per hr
Five times per week clean	----- 4000-4500 sq. ft. per hr
Six times per week clean	-----5000 sq. ft. per hr
Seven times per week clean	-----5000 sq. ft. per hr

HARD FLOORS

One time thru seven times a week	-----1750 sq. ft. per hr
If 3500 sq. ft. or larger	-----2500 sq. ft. per hr

RESTROOMS

S.U.T.M.S (sinks, urinal, toilets, mirrors) ----- Total # times 2.25 per minute

SPECIALTY SERVICES

Strip and wax	----- 25 - 30 cents per sq. ft.
Scrub and wax	-----15 - 25 cents per sq. ft.
Carpet clean	-----16 cents per sq. ft.
Window clean	-----both sides 3\$-5\$ per window
Burnishing	-----2000 rpm 10 -12 cents per sq. ft.
Microwaves	-----3 minutes
Stairwells	-----6 minutes
Brad sinks	-----6 minutes

RECOMMENDATIONS

1 time per week clean	-----\$195-\$200 per month
2 times per week clean	-----\$260-\$330 per month
3 times per week clean	-----\$390-\$455 per month
4 times per week clean	-----\$455-\$500 per month
5 times per week clean	-----\$500-\$565 per month

NOTE: if you are off by a little it is OK it wont make much of a difference in the final pricing!

Top Tips for Better Bidding (Part 1)

No matter how long you have been at it or the size of your business, you simply cannot afford to miss an opportunity to learn more about bidding and estimating. The importance of continually improving your knowledge of bidding and estimating is apparent when you realize that if you do not bid correctly, you will not have any accounts — let alone make money. And if you underbid, you may get the job but lose money, leading to the probability that you may not be able to do the work, pay your people, and/or make a reasonable profit.

Accordingly, it is easy to see why contract cleaners are so interested in the subject of bidding and estimating. There are hundreds of suggestions that might help you bid more accurately and competitively in the marketplace. This three-part series on bidding and estimating, however lists the Top Ten Tips for Better Bidding.

In this first part, let's explore the top three tips and why they are so important when it comes to bidding and estimating:

Tip #1: Listen to the customer.

Take notes as they speak. This shows interest and respect, and it helps you focus on the customer's primary concerns and problem areas. It shows customers that you are listening to their needs and are interested in their concerns. Most cleaning companies get in trouble when they do not pay enough attention; this can turn into big problems later for both the customer and the contractor.

Tip #2: Read the contract, specifications, and request for proposal.

Hopefully, these "specs" will be readily available to you. If not, you may have to develop them with the customers as part of your bid package. If you are provided building specifications, read this information twice: the first time to understand the general idea of what the customer is looking for and, the second time, to understand in detail the special concerns and needs of the facility.

On smaller jobs, the cleaning specifications are less likely to be prepared for you. Some customers do not even want a contract while others will expect you to provide a simple specification or work agreement. With larger facilities, the documentation can be very sophisticated and total 60 pages or more, not to mention blueprints and legal requirements.

Tip #3: Walk the property several times.

Measure, verify, look, ask, inventory, and think. Don't take anything for granted, it's too risky. Things change, blueprints and square footage figures are not always accurate, and remodels are frequently not included in the specifications. Use an electronic measuring device or a rolling wheel to confirm the square footage figures.

Consider how you will staff the job and what types of equipment and supplies will be needed to maintain the facility. Taking detailed notes for reference means you will not need to revisit the facility a second or third time. Being detailed and thorough demonstrates you are a

professional, willing to go the extra mile to get the job done right.

(For part two of this series on bidding and estimating by William R. Griffin, [click here](#)).

With more than 26 years of industry consulting experience, prolific speaker and writer Bill Griffin is president of Cleaning Consultant Services, Inc., Seattle, WA.

*Contact William Griffin at:
Cleaning Consultant Services, Inc.*

Phone: 206-682-9748

Fax: 206-622-6876

E-mail: wgriffin@cleaningconsultants.com

Website: <http://www.cleaningconsultants.com>

Tip #4: Look for ways to cut costs, improve quality, and share the savings.

The janitorial marketplace is very competitive. Building service contractors (BSCs) large and small are cutting back, downsizing, and looking for new ways to reduce their costs. Contrary to popular belief, cutting costs does not have to mean sacrificing quality or the level of service. On the contrary, to reduce your service costs consider these possibilities:

Efficiency

Search for improved and faster ways to, achieve the same or better results.

Realistic Frequencies

Can some cleaning tasks be performed less frequently without sacrificing quality, safety, appearance, or health? The answer is always yes. However, you may need to look hard to find them.

Eliminate Wasted Time

Make sure that all employees have specific duties with specific time expectations. Not doing this is like giving someone a blank check with your signature on it.

Specify Procedures

Use written procedures that show employees exactly how each task should be done, how long it should take, and what result is expected.

Equipment Savings

Will an auto-scrubber, a larger vacuum, or a wider floor machine reduce labor hours? Will using a cart cut down on the number of trips needed to the janitor's closet? Equipment that reduces time and labor costs is usually a good investment.

Preventative Measures

Preventing dirt and dust from entering the building in the first place can save a lot of cleaning time. Use walk-off mats at all entrances and exits. Sweep, vacuum, or hose building entries frequently to prevent soil from being tracked in from outside. Place trash cans

where they are needed and can be easily accessed.

The Right Attitude

Have a cost-cutting attitude. Always look for new ways to reduce expenses and improve quality.

Share the Savings

When savings are found, share them with your customers. This may be contrary to what some BSCs currently believe, but it is the way of the future. Always remember how competitive our industry is.

Tip #5: Look for innovative approaches.

To achieve success today and retain it in the future, stay on top of changes in technology, procedures, and management philosophies that affect our industry. Educate yourself: read industry books and magazines and attend seminars specifically for janitorial contractors. In today's fast changing and highly competitive marketplace, if you don't lead the way, you'll be left behind.

Tip #6: Respond to the building specifications and then offer your customer options to save money.

Give the customer what they ask for and then go a step further, offering other options and procedures that may save the customer money. This keeps you in the running with other bidders and puts you in a position to negotiate later if necessary.

(To read part one in this series, [click here](#). To go directly to the part three of this three-part series, [click here](#)).

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Tip #7: Check your bid calculations three times.

Errors are unacceptable. They frequently mean the difference between profit and loss, and with a larger job, the risk is great indeed. Not only do errors look unprofessional, they can cost you the account. To help insure accuracy, check your figures twice, and then have someone else check your calculations as well.

Tip #8: Don't grow too fast.

Be realistic about business growth, take it slow, one step at a time, and do not take on more work than you can handle. Define a realistic service area and target a specific size and type of account. Don't try to do everything for everybody. Staying focused and you will have much better results.

Tip #9: Sell quality service at a fair price.

Quality is the only road to long-term success in the cleaning business. A good reputation will help you sell and win contracts; a bad reputation will take years of hard work to overcome. You want profitable accounts so that you can meet your business expenses, pay yourself a decent salary, and have enough money left over to reinvest in your business. You can't afford accounts that are financial losers.

Tip #10: Reinvest in yourself, your business, your industry, and your community.

Yourself

Things are changing all the time. There is no way to know it all. What is important is to keep learning and know where to go for answers when you need them.

Your Business

Reinventing is your business; do not eat the goose that lays the golden eggs. Buy new equipment, pay better wages and benefits to attract good employees, computerize, and set aside a certain amount of your income for advertising and promotion.

Your Industry

Join and actively participate in cleaning industry trade associations. More than 40 such groups exist in the United States with many having local chapters in major metropolitan areas. You have far more to gain than to lose by joining and networking with other successful cleaning business owners.

Your Community

Give something back to your community: money, time, or service. Get involved, go to meetings, and organize activities. This helps the city you live in as well as your business.

Final Thoughts

It is your responsibility to know how to bid. Going back to your customer after service has begun to negotiate for more money or complain that the original information was not correct shows incompetence on your part and starts the relationship off on the wrong foot. A professional always has all the facts before submitting the final bid and always asks for clarifications if needed.

Finally, as you tour a facility, open every door, ask questions of people you come across, look in the janitor closets, and confirm the building's size and square footage. Try and get a feel for how the building is being used, and make sure you are aware of any possible problem areas now, before you start service.

Expanding Your Bidding Opportunities

Here are some quick bidding suggestions that will help you secure more accounts and build a better relationship with your customer. Clients want to feel comfortable with their cleaning contractor. These tips will also help foster that relationship and help you win their business.

Offer the customer two estimates: one for high-quality, top-notch service, and one for lighter, less detailed, and less expensive service. You will find customers interested in both types of estimates. However, try to convince your customer that paying more will allow your firm to spend more time at the location and provide better service.

Ask to do a detailed cleaning at the start of service. This helps bring the office up to par. In a small facility (under 5000 square feet), charge for the initial cleaning. In a larger location, offer the initial cleaning at a discount, or consider providing it free of charge

simply to win the account. Most customers change building service contractors (BSCs) every two years—the primary reason being dissatisfaction with the service. Offering an initial cleaning and detailing of the office gets you started on the best foot.

Encourage carpet, floor, and window-cleaning work at the start of service. Package this together with the initial cleaning discussed above. Again, it allows you to make a good first impression, and your customer will be very glad they hired you.

Offer a 10 percent discount off the first month of service to help win the customer. Many franchise house-cleaning services offer the first service call free or at a much-reduced rate. This shows new clients the extent and quality of service.

Ask your clients why they are changing services. If they are looking for a new janitorial contractor due to cleaning problems, find out what the issues are so that you can correct them as soon as your service takes over the helm. If they are changing contractors to save money, ask them how many cleaning services they have hired in the past few years. If they have had many contractors, it may be that price and not quality service is their only real concern. You should then realize that your service, if hired, might be out the door as soon as the next low bidder walks in.

A carpeted office makes a difference. A carpeted office can reduce your work time by as much as 40 percent. Remember this when formulating your bid.

Check the office density. Density refers to how many people per square foot are using a location. If very high density, the location will require more attention and more time. If density is very low — with few people using the facility — your workload will be lower.

Encourage more frequent service visits. Service three or more times per week is cost-effective for both you and the customer. The office will be easier to maintain, stay clean longer, and allow you more time to detail clean the facility. Unless it is a very small office, encourage your customer to have service three to five times per week.

Charge separately for extra services. Always try to charge for carpet, floor, and window-cleaning work when the work is performed. If possible do not include it with your final bid or set fixed rates for these services. Often contractors outsource this work. If you change a subcontractor, the new one may not match your previous subcontractor charges. It is best to charge and bill for these services on an as-needed basis.

Work in teams. Even those who do not advocate the “team cleaning” approach will agree that two or more people working together can greatly reduce the time needed to maintain a facility—by more than half in some cases. Even more, a team can usually do a better job, be more thorough, and become less fatigued during a shift. Keep this in mind when bidding.

There is no one “right way” to bid. Always remember that the “right” bid is the one that lands you the account and earns you a reasonable profit. Bidding is both an art and a science so when formulating your bid, consider different approaches, formulas, and scenarios.

A former building service contractor, Robert Kravitz is president of AlturaSolutions Communications, a Chicago, IL-based firm that provides corporate communication services for organizations in the janitor and building maintenance industries.

Contact Robert Kravitz at:
AlturaSolutions Communications

Phone: 773-525-3021

E-mail: rkravitz@rcn.com

Polishing Your Bid Proposals

Janitorial proposals have changed quite a bit in the past few years.

There are a variety of new ways to present your proposal package that make it more interesting, easier to read, and informative, and allow you to focus more attention on your prospect's needs and the services you provide.

For instance, as an alternative to the traditional bid package and folder, BSC's can present their proposals electronically. Place it on a CD, or e-mail the proposal as a Microsoft Word® or PowerPoint® attachment. You also may submit it as a customized Web page, linking it to your own Web site.

Whatever format you decide to use, make your proposal more inviting with color, diagrams, images, and photos. All boost interest and impact of the package, creating a much more attractive and impressive proposal. These features also allow you to personalize your proposal, making it a better reflection of you and your company.

Where to Begin and Steps You Can Take

Before creating your proposal, examine your current bid package for places you can add some excitement and pizzazz. Keep in mind, though, the changes you make should enhance the proposal and its presentation, not distract from it. As a result, you may want to consult with a professional graphic designer who specializes in both written and electronic presentations to help you with this transformation.

Ultimately, you want your proposal to:

- Look professional and dignified
- Be a positive reflection of you and your company
- Convey a credible, sincere manner
- Impress your prospect with comprehensive detail, addressing their specific maintenance needs
- Present in an exciting, new way all the necessary information found in a standard bid package
- Shine above all others
- Win the account.

If you add color to your proposal, make sure it is pleasant, complementary, and improves the overall presentation. Colors can cause different reactions in different people. Since the goal is to encourage people to read the proposal (and not turn them off), neutral colors are often your best bet.

Though words in bold or italics are often good for emphasis, overuse can become disturbing and distracting. The impact on the reader is similar to driving down a road with bumps and potholes. In time, it bothers the reader as it does the driver. Use them sparingly and appropriately if at all.

Add Some Photos!

A picture does indeed tell a thousand words. Present photos of locations similar to the one you are bidding on. Presenting photos of a small doctor's office when you are bidding on a 20-story, multi-tenant office building is inappropriate.

Photos of you and your staff also should be included. The customer wants to "see" whom they may be working with. Staff photos help them identify with your company on a personal level.

You also can use photos to help teach and educate your prospects. These present you as a maintenance professional, someone who knows the work. For example, presenting text along with photos showing how a floor is professionally maintained, refinished, and buffed will help your client better understand the entire process. Provide "before and after" photos to show results.

Training and Safety

Training is often overlooked in proposals. Without any insight into how your people are trained, your client may just assume "they were born to be janitors." Training is becoming increasingly important as our clients expect to work with qualified professionals. Discuss your training program thoroughly.

Safety is another concern. Your prospect wants to know that the service they hire understands and follows the safety procedures involved with cleaning. The last thing they want is for a worker to be injured in their building because of a custodian's lack of safety knowledge.

For cleaning in some settings where hazardous materials are found, such as medical offices, your people may be required to attend an OSHA safety seminar. Usually this is a very informal meeting handled by a designated staff member at your customer's location. If your people are already OSHA certified, this should be highlighted in your proposal. Any safety or training certificates awarded to you or your staff should be added to your presentation.

References

Nothing speaks louder for you than a happy, satisfied customer talking about you and your firm. Add several references, not just two or three. Your references also should reflect the type of account you are bidding on.

Along with each reference's contact information, add a comment or two from the client about your service. Add several more testimonials from happy customers to your bid package. In my experience, clients genuinely satisfied with your service will be more than happy to type a few complimentary paragraphs about your company. Save these statements; they are like gold in a proposal.

Final Thoughts

One of the goals of your proposal is to help your client get to know more about you and your firm. This helps them decide if you are the man or woman they want to do business with. Add some color, technology, and excitement to your proposal and personalize it. In other words, tell them who you are and what your company is all about.

Below you will find an attached proposal of cleaning. Make sure you are familiar with the general cleaning items.

If a customer points out a pet peeve make sure you highlight that in the proposal so they know you are aware of the need and are going to address the issues!

SALES PRESENTATION:

The (5) steps of a professionally planned presentation:

- 1) Establish rapport
- 2) Survey needs
- 3) Enlightenment
- 4) Confirmation
- 5) Post sell

ESTABLISH RAPPORT:

You must develop trust. Trust is developed thru integrity not friends! Trust is based on honesty and not small talk. The best way to create rapport is to honestly tell the prospect, as soon as possible, your intentions and purpose.

Your purpose is what you are going to do and your intentions how you are going to do it!

“ The reason I am here today is to find out about your cleaning needs, and to see if I can improve your quality of service or possibly save you money. To do this I need to ask you a few questions and get a walk thru of your facility. Do you have some place we can go and talk?”

Before starting the tour, observe the customers mood and manner, the prevailing situation and the attitude of the employees. By knowing the customers attitude you can adapt your manner to ensure you are on the “same page”. Use the following techniques to ensure good rapport develops:

- Always be cheerful and greet people with a smile. Never complain about business or illness, but be sympathetic to the customers needs, desires, or complaints.
- Be a good listener. To ensure a anyone’s support be a sympathetic listener.

SURVEY THE CUSTOMERS NEEDS:

Uncover the need of your prospect. It is at this time that you must ask as many questions as possible to find their needs and expectations of a cleaning company. Ask questions to get them discussing himself and his business. **YOU MUST BE CONVERSATIONAL!**

This is where probing questions serve you well! Find out what they want to buy and what will make them to decide to buy...

Refer to probing questions!

ENLIGHTENMENT/ PRESANATATION

Based on your survey interview and walk thru you will know precisely what your prospect is looking for in a cleaning company. In the presentation, your objective is to match our solution or service to the prospects needs or problems.

CONTENTS OF A PROPOSAL:

- A. Title page
- B. Cover letter- be creative if you want to address certain issues do it here!
- C. The cleanWorks system
- D. Work Specs
- E. Additional services
- F. Pricing page
- G. Service agreement
- H. Pricing agreement
- I. Certificate of insurance
- J. References